

MEDIA RELEASE

For immediate release: Wednesday 24 February 2010

INTERNATIONAL DESIGNERS SET TO STORM SYDNEY NEXT WEEK FOR DESIGN AWARDS JUDGING

Industrial design experts from New York, Seattle, New Zealand, The Netherlands and Japan will join leading Australian design practitioners for the 2010 Australian International Design Awards judging.

Designers from some of the world's leading industrial design consultancies and global manufacturers will descend on Sydney next week to participate in the Final Round Assessment stage of the 2010 Australian International Design Awards.

Presented by Standards Australia, the Australian International Design Awards is Australia's premier design awards program, recognising and promoting product design and innovation excellence in Australia. It is recognised as one of world's leading industrial design recognition programs.

Stefanie Kubanek from New York's Pentagram Design; Andrew Hartman, Design Director from Philips Design Netherlands; Kazuo Tanaka from Tokyo based GK Design Group; Mark Elmore of New Zealand's Fisher & Paykel and John Barrett from award winning Seattle design studio Teague will bring their international expertise to the 2010 judging panel.

"With experience in working with global brands including Herman Miller, Philips, Nike, Fisher & Paykel, Hewlett-Packard and Microsoft—to name just a few—these internationally recognised designers will contribute valuable insights and observations to our Consumer and Medical and Business Technology judging panels," said Stephanie Pemberton, Program Director of the Australian International Design Awards.

"We are very excited to be able to showcase Australian ingenuity, innovation and design excellence to these international design figureheads," she said.

The 2010 Australian International Design Awards Final Round Assessment will take place in Sydney from Monday 1 March 2010 to Friday 5 March 2010.

At this time, judges have the opportunity to physically test entries from a usability perspective, and rank the design merits of the each product against a common set of criteria including innovation, visual and emotional appeal, functionality, quality of manufacture, human factors such as ergonomics, semantics and safety, and environmental sustainability.

2010 Judging Panel – full biographies available at
http://www.designawards.com.au/assessment_panel.jsp

Name	Position
Stefanie Kubanek	Associate Partner, Pentagram Design Inc
Andrew Hartman	Design Director for New Business, Philips Design
Kazuo Tanaka	President, GK Design Group Inc Executive Board Member, Icsid
Mark Elmore	General Manager Industrial Design, Fisher & Paykel Appliances
Paul Charlwood	Managing Director, Charlwood Design Co-Victorian President, DIA
Graham Paver	Senior Lecturer in Industrial Design, University of Newcastle
John Barratt	President and CEO, Teague

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Rob Geddes	Managing Director, PROdesign Australia
Craig Wilson	VP Innovation and Commercialisation, ITL Design and Manufacturing
Sandy McNeil	Principal, Nielsen Design Associates
Morgan Drew	Director of Innovation, Abuzz Solutions
Bob Davis	Engineering Manager, Open Access
Dr Steve Cummings	R&D Manager, Caroma Dorf
Craig MacLaren	Product Manager, Hager B&R
David Granger	Managing Director, bangdesign
Stephane Thomas	Director, The Fire Company
Madeline Lester	Madeline Lester + Associates (MLA) Member IDA, Immediate Past President IFI
Raj Nandan	Managing Director, Indesign Group
Brian Johns	Director, IDEA01 Consulting, Mitsubishi Motors Australia
Paul Cockburn	Managing Director, Design Field Writer, Motor magazine
Andrew Crick	Managing Director, Schremmer Crick Associates
Angelo Kotsis	Design Director, Design Resource
Brandon Gien	Executive Director, Australian International Design Awards Executive Board Member and Treasurer, Icsid

All judges will be available on Friday March 5 in Sydney for media interviews and photography. Contact Luisa Bustos on the details below to arrange an interview.

2010 Timetable

Notification of Finalists	Fri 12 March 2010
2010 Presentation Night	Fri 4 June 2010 - Sydney

More information

For information on the Australian International Design Awards visit www.designawards.com.au, call + 61 2 9237 6090, or write to mail@designawards.com.au

Media enquiries, interviews and image requests:

Australian International Design Awards Standards Australia

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The Australian International Design Awards is a division of Standards Australia. Standards Australia is recognised by the Government as Australia's peak Standards body. It coordinates standardisation activities, develops internationally aligned Australian Standards of public benefit and national interest and accredits other Standards Development Organisations. Through the Australian International Design Awards it promotes excellence in design and innovation. www.standards.org.au www.designawards.com.au
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